

MULTI-PROPERTY ENTERPRISE PROMOTIONS

ABSTRACT OF THE DISCLOSURE

[0097] Multiple, simultaneous enterprise promotions are enabled by an enterprise promotions application, the promotions definable to apply to a single location, a plurality of locations, or all of the enterprise's locations. The enterprise promotions application receives data from the locations regarding patron activity, from which the system generates entries in one or more promotions according to each promotion's rules. For a promotion, patrons' entries can be activated for one or more drawings, wherein one or more winning entries are selected. The system also provides for the automatic, rules-based generation of comps and the management thereof.